# Social Media & Neighborhood Outreach Basics of Social Media

















# What are the benefits of social media to Neighborhood Associations?

- It's great way for everyone to share information
- Social Media can be used to alert neighbors to new businesses in the area, upcoming yard sales & road closures
- Helps to report crimes in the neighborhood to other neighbors
- In addition to sharing useful information, social media can be used as a tool to bring neighbors closer together

You Tube

### Surprising Social Media Statistics

- The fastest growing demographic on Twitter is the 55-64 year age bracket
- ▶ The 45-54 year age bracket is the fastest growing demographic on both Facebook and Google+
- 189 million of Facebook's users are "mobile only"
- YouTube reaches more U.S. adults aged 18–34 than any cable network



# What is Google+?



- A social networking site from Google that offers features like Circles, Sparks and Hangouts along with other unique features
- For example, pictures taken on an Android phone are automatically uploaded to a holding area on Google+ for sharing later
- You can create a "circle" for your Neighborhood Association
- You can create a "community" or use "hangouts" to have a video chat with members

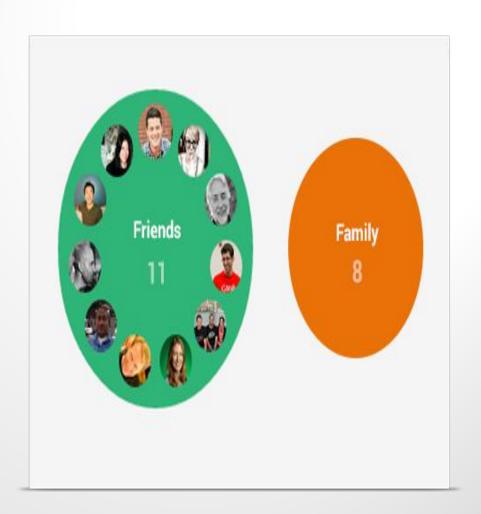




### What are "Circles?"



Circles are circular icons into which friends, family, co-workers or neighbors can be stored.





# Create circles in Google+

Circles are an easy way to organize the people you know in your neighborhood. They make it easy for you to share with just the right people. Whether you're sending a meeting reminder to the elected officers or sharing information regarding a group yard sale with everyone. Google will give you a few circles to start out with, (friends, family) and you can create new circles for even more flexibility.





# Sharing on Google+



On Google+ you can share as broadly or narrowly as you want. If you have something to say that the world needs to hear, choose "Public." To keep your message to a specific group, choose one of your circles. You can even share with individuals. Simply type in someone's name or email address.

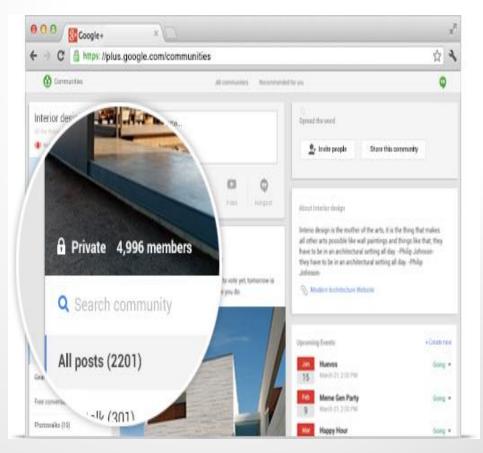




### What are "Communities?"



Google+ communities bring people together around passions, issues or topics. In a community, you can exchange news, ideas, and make new connections in public communities. communities are a fast and fun way to stay in touch more easily.





# What are "Hangouts?"



- Hangouts work on computers, Android and Apple devices, so you can connect with everyone, and no one gets left out
- Hangouts lets up to 10 users video call each other. Callers are visible in small windows, but the person talking displays in the large window





# More About "Hangouts"

- With one touch, you can start a video call with one friend or a whole bunch. Video calls ring everywhere your friends have Hangouts. Whether they're on their computer, phone or tablet, they'll know you're calling. If they're not around or can't pick up, Hangouts will let them know you were trying to reach them.
- From Hangouts on your computer, just type in a phone number or pick one of your contacts. Once you're talking, it's easy to add more people and start a conference call, turn your conversation into a video call.
- Best of all, calls placed to the US and Canada are FREE!





# What is Facebook?



Facebook is the most popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.



### **Facebook Facts**



### Facebook includes public features such as:

- Marketplace allows members to post, read and respond to classified ads
- Groups allows members who have common interests to find each other and interact
- Events allows members to publicize an event, invite guests and track who plans to attend
- Pages allows members to create and promote a public page built around a specific topic
- Presence technology allows members to see which contacts are online and chat



# How are Facebook "pages" different from Facebook "groups"? Which one should I create?

### Pages

- Pages are for businesses, organizations and brands to share their stories and connect with people. Like <u>Timelines</u>, you can customize Pages by posting stories, hosting events, adding apps and more. Engage and grow your audience by posting regularly. People who like your Page and their friends can get updates in the News Feed
- You can <u>create and manage a</u>
   <u>Facebook Page</u> from your personal account
- Note: If you want to create a Page to represent an organization, business, celebrity or brand, you must be an official representative

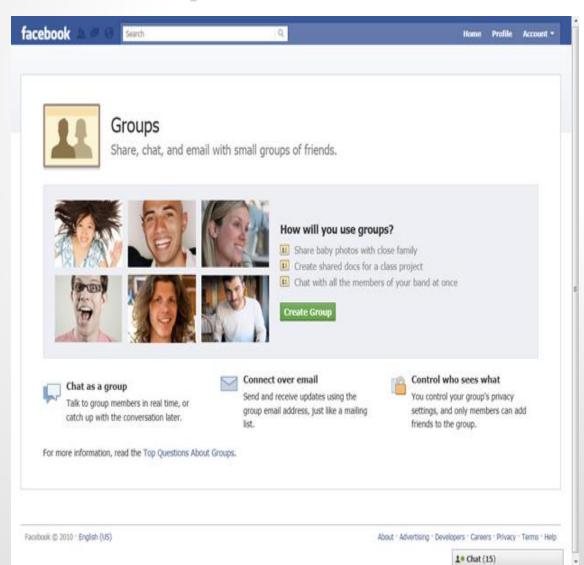
### Groups

Facebook Groups make it easy to connect with specific sets of people, like family, teammates or coworkers. Groups are private spaces where you can share updates, photos or documents and message other group members. You can also select one of three privacy options for each group you create



### Facebook Group Features

- Group Photos
- Group Messages
- Group Events
- Group Files and Docs





## Facebook Groups



- Privacy: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members
- Audience: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know
- Communication: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events



### Facebook Group Example





# Facebook Pages



- Privacy: Page information and posts are public and generally available to everyone on Facebook
- Audience: Anyone can like a Page to connect with it and get News Feed updates. There is no limit to how many people can like a Page
- From their Page. Page posts can appear in the News Feeds of people who like the Page. Page admins can also create customized apps for their Page and check Page Insights to track the Page's growth and activity



## Facebook Page Example



WWW.WHITEHOUSE.COV

Become a Supporter

Add to my Page's Favorites

View Updates

President Barack Obama is the 44th President of the United States of America.

#### Information

Current Office

Office:

President of the United States



Barack Obama

Just Fans



Barack Obama



Organizing for America | Tell Congress to Support President Obama's Budget

Source: my.barackobama.com

Call your elected representatives and tell them to support President Obama's budget. It's a bold plan that confronts the long-term threats to our prosperity and builds a new foundation for economic growth by investing in energy, health care, and education.

March 26 at 1:25pm · Show Feedback (34,171) · Share



Barack Obama The White House is inviting you to post your questions on the economy and vote on submissions from others. The President will answer some the most popular in an online town hall on Thursday. Submit your questions at <a href="http://www.whitehouse.gov/OpenForQuestions/">http://www.whitehouse.gov/OpenForQuestions/</a>



Open for Questions: President Obama Answers Your Questions

Length: 1:27

March 24 at 7:18pm \* Show Feedback (45,540) \* Share



Barack Obama



3/21/09: Your Weekly Address

Source: www.youtube.com



### How to make your postings more engaging?

- Post great content A single image with a call to action is the best way to create a buzz
  - Tag relevant people Various people in the group or individuals in the community who you want to read the post
- Prompt a response Ask a question that requires a personal response. People love to have their opinions heard, and this is especially true when you are there to validate it with a response
- Reply to comments When people see that you're commenting back to other viewers, they will also step in and comment so they can talk with you as well





### What is Twitter?



Twitter is an online social networking and microblogging service that enables users to send and read "tweets" which are text messages limited to 140 characters. Registered users can read and post tweets, but unregistered users can only read them.

### **All About Twitter**



Tweets can be more than words; add your own photos, videos and links. Share your view from the top of the world or down the street. Ask people to follow you and tweet people directly.

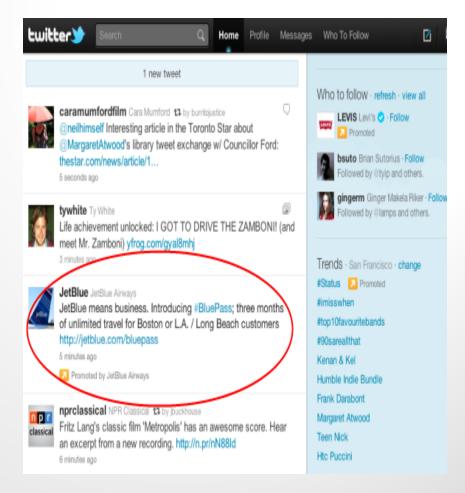
Conversations on Twitter are spontaneous and casual. Chime in with a comment or tell someone you liked what they said by retweeting it or marking it as a favorite.



### **Twitter Facts:**

### Where do Tweets appear? Who reads them?

Once you tweet, it is publicly posted on your Twitter profile. In addition, people can follow your stream of tweets called a timeline so that they automatically appear in their own timelines.





# Twitter Facts: What is "following?"

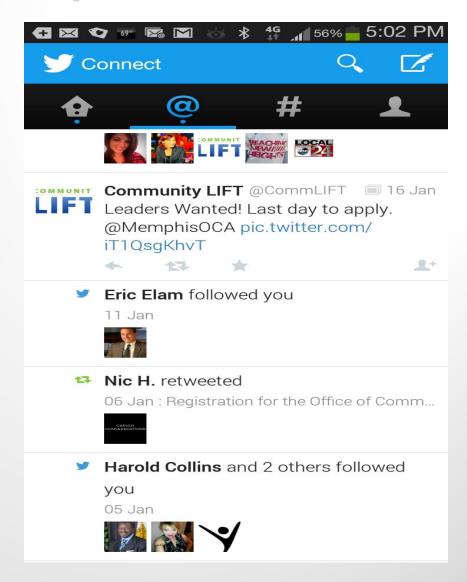
Following is subscribing to someone's stream of Tweets is called "following". To start following someone, click the Follow button next to their name, and you'll see their Tweets as soon as they post something new in your Twitter feed.





## How do I find people to follow?

Start by following people you know that are in your Neighborhood Association. Search for their names or their @handles or find them all instantly by importing your contacts. Then look for your local newspapers, local government (like @MemphisOCA) or schools. Lastly, look for accounts of people sending the type of Tweets you'd like to receive: breaking news or professional updates.





### What is YouTube?



YouTube is a <u>video-sharing</u> website in which users can upload, view and share videos. The company displays a of wide variety of user-generated video content, including video clips, TV clips, and music videos, and amateur content such as video blogging, short original videos, and educational videos. YouTube now shows video from video companies, films and commercials.



### How to use YouTube



- Get a YouTube Account
- Search for Videos
- Subscribe to Channels
- Become a video friend of another user or channel

Create Your Own Channel -When you upload a video you become a worldwide broadcaster. After you create and post your video, you can share your videos on other channels, Facebook and by email.



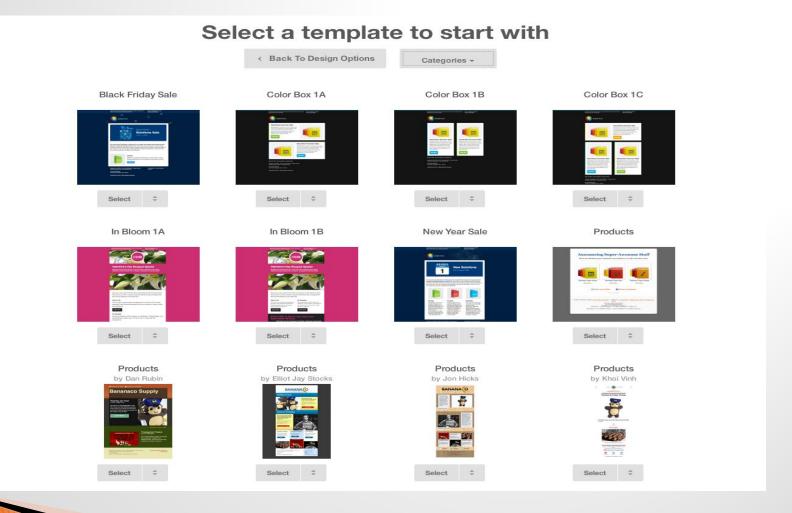
# What is Mailchimp?



- More than 5 million people use MailChimp to create, send, and track email newsletters
- Create signup forms that match your neighborhood associations look and feel. Send your subscribers updates, event invitations, announcements, or editorial content
- Use Mailchimp reports to improve your campaigns and learn more about your subscribers
- Best of all? MailChimp is free for lists of up to 2,000 subscribers



## Sample Mailchimp Templates





### What is Nextdoor?





**Nextdoor** is a FREE and private social networking service for neighborhoods. Nextdoor allows communities to easily create private websites to facilitate communication among neighbors and build stronger neighborhoods.



### What you can do on Nextdoor?

### On Nextdoor, members can:

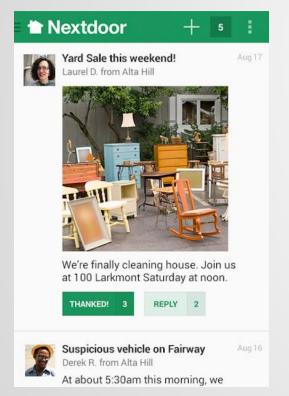
- Share local recommendations (plumbers, auto mechanics, babysitters, etc.)
- Sell or give away household items
- Publicize local events
- Exchange information about crime and safety issues
- Find neighbors in the directory
- View a neighborhood map
- Ask for advice
- Residents can choose to view and respond to updates via email or directly on the website



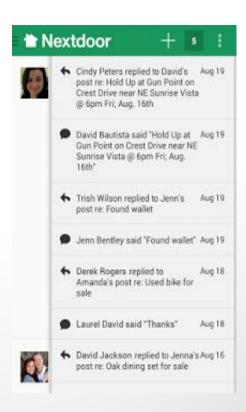


# **Examples of Nextdoor**











### For additional information:

- www.facebook.com/help
- www.twitter.com/help
- www.youtube.com/help
- www.nextdoor.com/help
- www.mailchimp.com/help
- www.google.com/+/learnmore

The Office of **Community Affairs** is available to help you with additional questions regarding social media. Contact Toni Hayes (901) 636 - 6261





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www.twitter.com/MemphisOCA (@MemphisOCA)

